

REMARKS

Claims 1-14 are pending. Claims 1-14 have been rejected. Claims 1 and 9 have been amended to clarify the present invention. No new matter has been added.

Claim Rejections – 35 USC §102

Claims 1-14 have been rejected under 35 USC 102(e) as being anticipated Balachandran (U.S. 6,006,085).

The present invention provides a method for a wireless communication system to transmit certain messages to mobiles of subscribers of the system for the purpose of marketing products and/or services to the subscribers. One embodiment of the present invention discloses sending marketing and/or advertisement information based on information stored in a database and associated with goods and services provided by entities having an agreement with the wireless communication system.

Balachandran discloses a wireless communication system that monitors the utilization of the system by mobile subscribers and sends messages to subscribers offering discount rate for calls placed within a certain time period. These messages are associated with services provided by the wireless communication system itself and not services provided by entities having an agreement with the wireless communication system. In contrast, the present invention sends to mobile subscribers marketing and/or advertisement information based on information stored in a database and associated with goods and services provided by entities having an agreement with the wireless communication system. In sum, the messages sent by Balachandran are not the same as the information sent by the present invention.

Claim 1 has been amended to clearly avoid the cited reference. In particular, claim 1 has been amended to recite a method that includes designating marketing and/or advertisement information based on information stored in a database and associated with goods and services provided by entities having an agreement with the wireless communication system.

Consequently, Balachandran fails to teach or suggest amended claim 1 and thus does not anticipate the claimed invention for at least the above reasons. Claims 2-8 depend in varying scope from claim 1 and, therefore, also avoid Balachandran for at least the same reasons as discussed above. Claim 9 recites a method which has been amended similar to claim 1. Claim 9 should be allowable for at least the same reasons as claim 1. Claims 10-14 depend in varying scope from claim 9 and, therefore, also avoid Balachandran for at least the same reasons as discussed above.

Request for Reconsideration pursuant to 37 CFR 1.111

Having responded to each and every ground for objection and rejection in the Office Action mailed on June 3, 2005, Applicant requests reconsideration in the instant application pursuant to 37 CFR 1.111 and requests that the Examiner allow claims 1-14 and pass the application to issue. If there is any point requiring further attention prior to

allowance, the Examiner is asked to contact Applicants' counsel who can be reached at the telephone number listed below.

Respectfully,
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